

Station KRQE-TV ALBUQUERQUE, NM.
Advertiser () WILSON FOR NM SENAT
Product WILSON FOR NM SENATE
Estimate# 807813
Buyer Michele Brooks
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING STREET - SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E WLSN/ORDR/807813
Flight Dates 08/07/2012 - 08/13/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
*30		Sales Remark: V3 ADD V3 Added	08/09-08/10	\$500.00	:30	2	1	TH-F	530P-6P	\$1,000.00	2	
*31		Sales Remark: V3 ADD V3 Added	08/08-08/09	\$550.00	:30	2	1	W-TH	430P-5P	\$1,100.00	2	
*32		Sales Remark: V3 ADD V3 Added	08/09-08/09	\$175.00	:30	1	1	TH	1037P-1137P	\$175.00	1	

---REPORT TOTALS---
Report Totals: 15 / \$4,325.00

---SALES MONTHLY TOTALS---

Aug 12: 39 / \$15,775.00
Sales Totals: 39 / \$15,775.00
Station Totals: 39 / \$15,775.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$98,594
CABL	0%
KOB	60%
KASA	6%
KRQE	16%
KASY	0%
KWBQ	0%
KBIM	0%
KOAT	18%

---COMPETITIVE COMMENTS---

EST SHARES- -MAJORITY OLY BUY

Books JUL12
Demos RA35+

Rep Order# 6838832 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 196292

Printed: 08/06/2012 10:48 AM
Last Received: 08/06/2012 10:46 AM
Showing Buylines: All Rep Revised Lines

3 of 3

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--- CREDIT RISK ---
CASH IN ADVANCE

Rep Order# 6838832 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 08/06/2012 9:17 AM
Last Received: 08/06/2012 9:00 AM
Showing Buylines: All Lines

1 of 3

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--- CONTRACT COMMENT ---

SC=*

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
1	---	THE PRICE IS RIGHT	08/07-08/07	\$300.00	:30	1	1	TU	11A-12P	\$300.00	1	---
2		THE PRICE IS RIGHT	08/09-08/09	\$300.00	:30	1	1	TH	11A-12P	\$300.00	1	---
3		NEWS @ NOON	08/07-08/07	\$550.00	:30	1	1	TU	12P-1230P	\$550.00	1	---
4		NEWS @ NOON	08/08-08/08	\$550.00	:30	1	1	W	12P-1230P	\$550.00	1	---
5		NEWS @ NOON	08/10-08/10	\$550.00	:30	1	1	F	12P-1230P	\$550.00	1	---
6		NEWS @ NOON	08/13-08/13	\$550.00	:30	1	1	M	12P-1230P	\$550.00	1	---
7		NEWS 5A	08/13-08/13	\$75.00	:30	1	1	M	5A-6A	\$75.00	1	---
8		NEWS 6A	08/13-08/13	\$125.00	:30	1	1	M	6A-7A	\$125.00	1	---
9		EARLY SHOW	08/13-08/13	\$300.00	:30	1	1	M	7A-9A	\$300.00	1	---
10		KRQE NW13-MORN	08/11-08/11	\$75.00	:30	1	1	SA	7A-8A	\$75.00	1	---
11		NEWS	08/12-08/12	\$800.00	:30	1	1	SU	8A-930A	\$800.00	1	---
12		KRQE NWS13-430	08/07-08/07	\$550.00	:30	1	1	TU	430P-5P	\$550.00	1	---
13		KRQE NWS13-430	08/10-08/10	\$550.00	:30	1	1	F	430P-5P	\$550.00	1	---
14		KRQE NWS13-430	08/13-08/13	\$550.00	:30	1	1	M	430P-5P	\$550.00	1	---

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Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
15		NEWS	08/07-08/07	\$500.00 3	:30	1	1	TU	530P-6P	\$500.00	1	
16		NEWS	08/08-08/08	\$500.00 3	:30	1	1	W	530P-6P	\$500.00	1	
17		NEWS	08/13-08/13	\$500.00 3	:30	1	1	M	530P-6P	\$500.00	1	
18		CBS SAT NE/KRQE NWS1	08/11-08/11	\$175.00 4	:30	1	1	SA	5P-6P	\$175.00	1	
19		D LETTRMAN/LT-FERGUS	08/08-08/08	\$175.00 4	:30	1	1	W	1035P-1137P	\$175.00	1	
20		D LETTRMAN/LT-FERGUS	08/10-08/10	\$175.00 4	:30	1	1	F	1035P-1137P	\$175.00	1	
21		D LETTRMAN/LT-FERGUS	08/13-08/13	\$175.00 4	:30	1	1	M	1035P-1137P	\$175.00	1	
22		JEOPARDY	08/11-08/11	\$275.00 3	:30	1	1	SA	6P-630P	\$275.00	1	
23		WHEEL	08/11-08/11	\$550.00 4	:30	1	1	SA	630P-7P	\$550.00	1	
24		HAWAII FIVE 0	08/13-08/13	\$2,600.00 3	:30	1	1	M	9P-10P	\$2,600.00	1	

Rep Order# 6838832 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 08/06/2012 9:17 AM
Last Received: 08/06/2012 9:00 AM

Showing Buylines: All Lines

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Station Totals: 24 / \$11,450.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$71,563	CABL 0%	KASA 6%	KASY 0%	KBIM 0%	KOAT 18%
		KOB 60%	KRQE 16%	KWEQ 0%		

---COMPETITIVE COMMENTS---

EST SHARES- -MAJORITY OLY BUY

Books JUL12
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

Spot Manager: All, 08/07/12-08/13/12



Station	Order	Date	Inv. Code (Book)	Time Period	Length	Priori	Chann	Product	Estimate	Air Time	Ad-ID	Rate
Alt Order #: 06838832												
Advertiser: POL/Wilson For NM Senate												
KRQE	196292	08/12/12	CBS Sunday Mori	8a-930a	:30	P2	[ALL]	WILSON FC807813				\$800.00
KRQE	196292	08/13/12	M-F KRQE News	430p-5p	:30	P2	[ALL]	WILSON FC807813		4:38:25 PM		\$550.00
KRQE	196292	08/09/12	M-F KRQE News	430p-5p	:30	P2	[ALL]	WILSON FC807813		4:49:10 PM		\$550.00
KRQE	196292	08/08/12	M-F KRQE News	12p-1230p	:30	P2	[ALL]	WILSON FC807813		12:28:41 PM		\$550.00
KRQE	196292	08/10/12	M-F KRQE News	12p-1230p	:30	P2	[ALL]	WILSON FC807813		12:05:02 PM		\$550.00
KRQE	196292	08/08/12	M-F KRQE News	430p-5p	:30	P2	[ALL]	WILSON FC807813		4:37:55 PM		\$550.00
KRQE	196292	08/07/12	M-F KRQE News	430p-5p	:30	P2	[ALL]	WILSON FC807813		4:49:10 PM	HW0412TV	\$550.00
KRQE	196292	08/09/12	M-F KRQE News	12p-1230p	:30	P2	[ALL]	WILSON FC807813		12:05:02 PM		\$550.00
KRQE	196292	08/10/12	M-F KRQE News	430p-5p	:30	P2	[ALL]	WILSON FC807813		4:47:40 PM		\$550.00
KRQE	196292	08/13/12	CBS This Morning	CBS Early Sh	:30	P2	[ALL]	WILSON FC807813		8:28:32 AM		\$300.00
KRQE	196292	08/07/12	M-F KRQE News	12p-1230p	:30	P2	[ALL]	WILSON FC807813		12:04:17 PM	HW0412TV	\$550.00
KRQE	196292	08/13/12	M-F KRQE News	12p-1230p	:30	P2	[ALL]	WILSON FC807813		12:21:19 PM		\$550.00
KRQE	196292	08/13/12	Mon Hour 3	9p-10p	:30	P3	[ALL]	WILSON FC807813		9:00:54 PM		\$2,600.00
KRQE	196292	08/10/12	M-F KRQE News	KRQE News	:30	P3	[ALL]	WILSON FC807813		5:12:06 AM		\$75.00
KRQE	196292	08/08/12	M-F KRQE News	KRQE News	:30	P3	[ALL]	WILSON FC807813		5:32:45 AM		\$75.00
KRQE	196292	08/08/12	Price is Right	11a-12p	:30	P3	[ALL]	WILSON FC807813		10:59:30 AM		\$300.00
KRQE	196292	08/07/12	Price is Right	11a-12p	:30	P3	[ALL]	WILSON FC807813		10:59:15 AM	HW0412TV	\$300.00
KRQE	196292	08/09/12	KRQE News 13	@530p-6p	:30	P3	[ALL]	WILSON FC807813		5:43:33 PM		\$500.00
KRQE	196292	08/10/12	KRQE News 13	@530p-6p	:30	P3	[ALL]	WILSON FC807813		5:36:12 PM		\$500.00
KRQE	196292	08/13/12	Price is Right	11a-12p	:30	P3	[ALL]	WILSON FC807813		11:29:11 AM		\$300.00
KRQE	196292	08/11/12	KRQE News Satu	7a-8a	:30	P3	[ALL]	WILSON FC807813				\$75.00
KRQE	196292	08/11/12	Sa 6p-630p	Sa 6p-630p	:30	P3	[ALL]	WILSON FC807813				\$275.00
KRQE	196292	08/09/12	Price is Right	11a-12p	:30	P3	[ALL]	WILSON FC807813		11:29:56 AM		\$300.00
KRQE	196292	08/09/12	M-F KRQE News	KRQE News	:30	P3	[ALL]	WILSON FC807813		5:59:26 AM		\$75.00
KRQE	196292	08/13/12	KRQE News 13	@530p-6p	:30	P3	[ALL]	WILSON FC807813		5:50:19 PM		\$500.00
KRQE	196292	08/08/12	KRQE News 13	@530p-6p	:30	P3	[ALL]	WILSON FC807813		5:42:33 PM		\$500.00
KRQE	196292	08/10/12	Price is Right	11a-12p	:30	P3	[ALL]	WILSON FC807813		10:58:30 AM		\$300.00
KRQE	196292	08/07/12	KRQE News 13	@530p-6p	:30	P3	[ALL]	WILSON FC807813		5:43:33 PM	HW0412TV	\$500.00
KRQE	196292	08/11/12	Sa 630p-7p	Sa 630p-7p	:30	P4	[ALL]	WILSON FC807813				\$550.00
KRQE	196292	08/13/12	David Letterman	1035p-1137p	:30	P4	[ALL]	WILSON FC807813		11:25:45 PM		\$175.00
KRQE	196292	08/09/12	David Letterman	1035p-1137p	:30	P4	[ALL]	WILSON FC807813		11:11:15 PM		\$175.00
KRQE	196292	08/08/12	M-F KRQE News	KRQE News	:30	P4	[ALL]	WILSON FC807813		6:05:55 AM		\$125.00
KRQE	196292	08/13/12	M-F KRQE News	KRQE News	:30	P4	[ALL]	WILSON FC807813		5:25:17 AM		\$75.00
KRQE	196292	08/10/12	David Letterman	1035p-1137p	:30	P4	[ALL]	WILSON FC807813		10:59:15 PM		\$175.00
KRQE	196292	08/09/12	M-F KRQE News	KRQE News	:30	P4	[ALL]	WILSON FC807813		6:52:05 AM		\$125.00
KRQE	196292	08/11/12	Sa KRQE News	1530p-6p	:30	P4	[ALL]	WILSON FC807813				\$175.00
KRQE	196292	08/13/12	M-F KRQE News	KRQE News	:30	P4	[ALL]	WILSON FC807813		6:32:25 AM		\$125.00
KRQE	196292	08/10/12	M-F KRQE News	KRQE News	:30	P4	[ALL]	WILSON FC807813		6:18:25 AM		\$125.00
KRQE	196292	08/08/12	David Letterman	1035p-1137p	:30	P4	[ALL]	WILSON FC807813		10:46:00 PM		\$175.00
												15,775.00
												15,775.00
												15,775.00

[Sorted by: Advertiser]

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
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I, Smart Media Group,

being/on behalf of: Heather Wilson, a legally

qualified candidate of the Republican political

party for the office of: US Senate

in the General

election to be held on: 11/6/2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
see attached					

Total Charges:

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Wilson for Senate

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

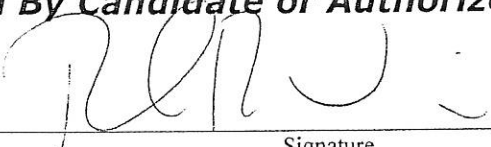
Mark Jarmie

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

To Be Signed By Candidate or Authorized Committee

7/31/12

Date


Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:


I, Heather Wilson
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ **does** ☐ **does not**

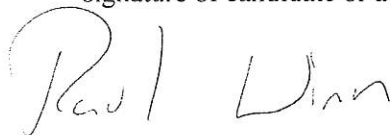
refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☐ the **radio** programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☐ the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee



printed name



date